

Message Text

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PAGE 01 THE HA 01876 01 OF 02 062053Z
ACTION EUR-12

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R 060902Z APR 78
FM AMEMBASSY THE HAGUE
TO SECSTATE WASHDC 2380
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INFO AMEMBASSY BONN
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UNCLAS SECTION 1 OF 2 THE HAGUE 1876

E.O. 11652: N/A
TAGS: BEXP, AFSP, NL
SUBJ: FY-78 CCP SECOND QUARTER PROGRESS REPORT

REF: THE HAGUE 120

1. ALL CAMPAIGN ACTIONS REQUIRED BY MARCH 31 WERE COMPLETED AS STATED IN CCP EXERPT: A. CAMPAIGN ONE (CONSUMER GOODS). 54 PTO'S WERE SUBMITTED BRINGING THE TOTAL TO 78, WHICH EXCEEDS THE SECOND QUARTER GOAL BY 53. TEN DUTCH BUSINESSMEN ARE CONFIRMED TO HAVE VISITED THE INTERNATIONAL HOUSEWARES EXHIBITION, COLOGNE, FEBRUARY 16-19. AT LEAST SEVEN DUTCH BUSINESSMEN VISITED THE NATIONAL SPORTING GOODS ASSOCIATION SHOW IN HOUSTON, JANUARY 26-29. 30 DUTCH BUSINESSMEN HAVE REGISTERED THUS FAR TO VISIT SOUTHERN FURNITURE MARKET, HIGHPOINT, N.C., APRIL 13-21, FACILITATED VISITS BY HEMA STORES BUYERS TO U.S. RESULTING IN ESTIMATED 1.5 MILLION DOLLAR PURCHASES OF TEXTILES AND LINGERIE. B. CAMPAIGN TWO (SECURITY SYSTEMS AND EQUIPMENT). PREPARED SIX ADDITIONAL PTO'S WHICH MAKES A TOTAL OF 17, EXCEEDING THE SECOND QUARTER GOAL BY FIVE. C. CAMPAIGN THREE (PROCESS CONTROL INSTRUMENTATION AND EQUIPMENT). PREPARED KEY PROSPECT AND REPFIND LISTS FOR PROMOTION OF PETROTECH
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'78, MAY 23-26, AMSTERDAM. ONE ADDITIONAL PTO SUBMITTED BRINGING TOTAL TO ELEVEN, EXCEEDING GOAL BY THREE. D. CAMPAIGN FOUR (POLLUTION CONTROL EQUIPMENT AND INSTRUMENTATION). PREPARED KEY PROSPECT AND REPFIND LISTS FOR PROMOTION OF PETROTECH '78. SUPPORTED IMC PARIS WITH PREPARATIONS FOR AQUATECH '78 AT RAI, AMSTERDAM, SEPTEMBER 19-23. PASSED SEVENTEEN LEADS TO USDOC FOR PARTICIPATION IN U.S. PAVILION.

E. CAMPAIGN FIVE (CHEMICAL/PETROCHEMICAL PROCESSING EQUIPMENT). CONTRIBUTED TO LIST BUILDING FOR PETROTECH. MADE PERSONAL CALLS AND SUBMITTED TOTAL OF 16 PTO'S TEN OF WHICH WERE SCHEDULED FOR FIRST QUARTER, MISSING SECOND QUARTER OBJECTIVE BY FOUR. LARGE NUMBER OF PTO'S PLANNED IN CONNECTION WITH PETROTECH '78. F. CAMPAIGN SIX (COMPUTERS AND RELATED EQUIPMENT). CONFIRMED PARTICIPATION IN USDOC CATALOG SHOW AT EFFICIENCY BEURS '78 IN OCTOBER IN AMSTERDAM. BRA FOR GLOBAL MARKET SURVEY NOW RECEIVED BY POST. FIVE PTO'S SUBMITTED BRINGING TOTAL TO 14, MISSING GOAL BY TWO. ORGANIZED GROUP VISIT OF 22 DUTCH BUSINESSMEN AND ONE ESCORT TO MINI/MICRO '78, LONDON TC IN JANUARY. TWELVE OTHERS VISITED INDEPENDENTLY. MAILING FOR PRINTEMPS INFORMATIQUE '78 PARIS TC, MARCH 14-17, RESULTED IN ATTENDANCE BY AT LEAST TWO DUTCH BUSINESSMEN. ORGANIZING GROUP FLIGHT TO NATIONAL COMPUTER CONFERENCE IN JUNE IN CHICAGO. G. CAMPAIGN SEVEN (INCREASE TRAVEL TO U.S.) SUCCESSFULLY NEGOTIATED WITH PAN AMERICAN WORLD AIRWAYS FOR THE MOVE OF THE AMERICAN TOURIST INFORMATION SERVICE TO PAN AM OFFICE IN AMSTERDAM (THE HAGUE 1120). NO USG CONTRIBUTION FOR THE OFFICE SPACE WAS REQUIRED. ORGANIZED PHYSICAL ARRANGEMENTS, SECURING OF VOLUNTEER STAFF, AND PUBLICITY CAMPAIGN SO BOOTH COULD OPEN MARCH 1 AS PLANNED IN OUR EXCHANGE OF LETTERS WITH PAN AM. ORGANIZED FORMAL OPENING OF BOOTH ON MARCH 6 BY AMBASSADOR, WHICH RESULTED IN EXTENSIVE LOCAL PRESS COVERAGE AND NUMEROUS INFORMATION REQUESTS TO THE BOOTH (THE HAGUE A-25). HELD MEETING OF BOARD AND SPONSORS OF STICHTING VISIT AMERICA
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ON FEBRUARY 6 AT WHICH IT WAS DECIDED TO SCHEDULE ANOTHER VISIT USA SEMINAR IN FEBRUARY 1979. VISIT USA SEMINAR FEATURING FLORIDA AND THE NATIONAL PARKS WAS HELD ON JANUARY 17 AT THE SONESTA HOTEL, AMSTERDAM. A TOTAL OF 145 PERSONS INCLUDING APPROXIMATELY 135 TRAVEL AGENCY SALES PERSONNEL, ATTENDED THE ALL-DAY EVENT (THE HAGUE A-20). PROVIDED TRADE INDUSTRY MAILING LISTS AND ASSISTED IN PHYSICAL ARRANGEMENTS AND PROMOTION FOR VISITS TO AMSTERDAM OF 1978 KENTUCKY TOUR DEVELOPMENT MISSION (FEBRUARY 27) AND FLORIDA TRAVEL MISSION (MARCH 8). MAILED USTS PUBLICATION "THE USA TRAVEL PLANNER" TO 60 MAJOR TRAVEL AGENCIES AND AIRLINE COMPANIES.

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UNCLAS SECTION 2 OF 2 THE HAGUE 1876

COMPLETED DISTRIBUTION OF USTS LITERATURE TO MAJOR DUTCH TRAVEL
AGENCIES AND AIRLINE COMPANIES.

2. FOR OTHER SPECIAL POST EFFORTS, ALL ACTIONS CARRIED OUT AS
INDICATED IN CCP EXCEPT: ACTIVITY NUMBER ONE (ENERGY SYSTEMS).
COMPILED LARGE UNIVERSE, REPFIND AND BEST PROSPECT LISTS FOR
USE IN PROMOTION OF PETROTECH. ASSISTED IMC COLOGNEIN FINALIZING
PETROTECH FLYER, CATALOG AND REPFIND BOOKLET. ASSISTED IN
ORGANIZATION AND ARRANGEMENTS FOR IMC COLOGNE SPONSORED MEETING,
MARCH 30 IN THE HAGUE, OF EUROPEAN AGENTS, DISTRIBUTORS OF
U.S. FIRMS PARTICIPATING IN PETROTECH. FULL ASSISTANCE GIVEN TO
PROMOTE NON-EMBASSY ORGANIZED GROUP FLIGHT TO OFFSHORE TECHNOLOGY
CONFERENCE IN MAY IN HOUSTON. SO FAR, 250 DUTCH BUSINESSMEN
WILL PARTICIPATE IN THE GROUP FLIGHT. ACTIVITY NUMBER TWO (AUTOMO-
TIVE PARTS). PROMOTED ATTENDANCE BY DUTCH BUSINESSMEN AT INTER-
NATIONAL AUTO SERVICE INDUSTRIES SHOW IN CHICAGO IN MARCH,
AND THE MAY '78 INTERNATIONAL TRUCKING SHOW, SAN FRANCISCO.
ACTIVITY NUMBER THREE (HEALTH CARE INDUSTRIES). DEVELOPED 16
PTO'S BRINGING TOTAL TO 27, EXCEEDING ANNUAL OBJECTIVE BY SEVEN.
ENDED PROMOTION OF LONDON TC MEDICAL EQUIPMENT SHOW IN MAY
DUE TO CANCELLATION OF SHOW. ACTIVITY NUMBER FOUR (FOOD PROCESSING
AND PACKAGING). PROMOTED ATTENDANCE AT INTERNATIONAL EXPOSITION
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FOR FOOD PROCESSORS, CHICAGO, FEBRUARY 12-15, BUT GROUP FLIGHT
FAILED TO MATERIALIZE BECAUSE A SIMILAR SHOW WAS HELD IN THE
SAME PERIOD IN THE NETHERLANDS. PREPARED ONE ADDITIONAL PTO
FOR A TOTAL OF FOUR. ASSISTED IN PREPARATION OF CONTRACT MARKET
SURVEY FOR PACKAGING EQUIPMENT IN SUPPORT OF MACROPAK '79
UTRECHT, MAY 14-19, 1979, AND REVIEWED REPORT (ROTTERDAM 189).
RESERVED SPACE FOR USDOC CATALOG SHOW AT MACHEVO IN UTRECHT,
OCTOBER 30-NOVEMBER 4. FINISHED SECTOR REPORT (ROTTERDAM A-2).
ACTIVITY NUMBER FIVE (BUILDING AND CONSTRUCTION MATERIALS
AND EQUIPMENT). HELD SUCCESSFUL U.S. CATALOG SHOW AT BOUW

CENTRUM, ROTTERDAM, FEBRUARY 28-MARCH 3. 412 TRADE INQUIRIES WERE DEVELOPED CONSISTING OF 155 REPRESENTATION LEADS, 188 DIRECT SALES LEADS AND 69 PTO'S NOW IN PREPARATION (ROTTERDAM A-5). ORGANIZED GROUP FLIGHT OF ABOUT 60 PEOPLE TO INTERNATIONAL CONCRETE AND AGGREGATES SHOW, LAS VEGAS, JANUARY 22-26. SUBMITTED THREE PTO'S FOR A TOTAL OF 19. ACTIVITY NUMBER SIX (ELECTRONIC INDUSTRIES AND PRODUCTION AND TEST EQUIPMENT). SUBMITTED 4 PTO'S BRINGING THE TOTAL TO 7. ACTIVITY NUMBER SEVEN (ELECTRONIC COMPONENTS). CONFIRMED PARTICIPATION FOR USDOC CATALOG SHOW IN FIAREX '78 IN AMSTERDAM, SEPTEMBER-OCTOBER. SUBMITTED THREE PTO'S MAKING A TOTAL OF 5. ACTIVITY NUMBER EIGHT (ASSISTANCE TO U.S. TRADE CENTERS IN EUROPE). PROMOTED USTS SHOW IN PARIS ON PROCESS CONTROL INSTRUMENTATION IN JANUARY; TC SHOWS ENVIRONMENTAL '78 AT LONDON, APRIL 3-6, AND PARIS, APRIL 11-14; MINI/MICRO '78 AT LONDON TC; AND PRINTEMPS INFORMATIQUE '78 AT PARIS TC. ACTIVITY NUMBER NINE (SUPPORT OF FOREIGN BUYER PROGRAM). PROMOTED ATTENDANCE AT SEVERAL FBP EXHIBITIONS IN U.S., WITH GOOD RESULTS. ORGANIZING GIVE FBP STUDY TOUR ACTIVITIES. ACTIVITY NUMBER THIRTEEN (INVESTMENT PROTECTION AND FACILITATION). PREPARED NETHERLANDS INVESTMENT CLIMATE REPORT (THE HAGUE 0508). ACTIVITY NUMBER FOURTEEN (LABORATORY INSTRUMENTS). SUBMITTED 14 PTO'S BRINGING THE TOTAL TO 29, EXCEEDING THE ANNUAL GOAL BY 4.

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3. NON-CAMPAIGN ACTIVITIES: CRASH MARKET RESEARCH DESK STUDY ON FOOTWEAR (STATE 043952) NEAR COMPLETION AND WILL BE SENT WITHIN THE INDICATED SHORT DEADLINE. INITIATED PROMOTION CAMPAIGN FOR GROUP FLIGHT TO 59TH NRA RESTAURANT, HOTEL-MOTEL SHOW, CHICAGO, MAY 20-24. SUBMITTED TWO PTO'S FOR HOTEL AND RESTAURANT EQUIPMENT. PREPARED ROTTERDAM PORT REPORT (ROTTERDAM A-4). A TOTAL OF 153 PTO'S WAS SUBMITTED DURING THE QUARTER BRINGING THE TOTAL TO 285 FOR THE YEAR SO FAR.

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